

**ABSTRACT OF THE DISCLOSURE**

A system and method for managing sponsorships by a sponsor, in which the party requesting the sponsorship requests to use content owned and protected by the sponsor, such as trademarks, logos, and copyrighted material. An embodiment of the method involves receiving, at a computer network site, a request for sponsorship from a requestor and responding to the request by sending either an approval or a rejection. If an approval is sent, the method further involves providing the requestor with access to content of the sponsor through the site. As part of providing this access, the method can involve requiring the requestor to accept an agreement posted on the site. The method can also include monitoring the requestor's actual use of the content.

Document #: 1158144 v.1